

EXHIBIT B

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Hearst Corporate Masterfile & Enhanced Mailing List

Hearst is one of the world's largest publishers of monthly magazines and lifestyle books, covering a broad range of topics including cooking, fashion and beauty, health and fitness, home design and decorating, relationships, and luxury lifestyles.

- Get Count
- Get Pricing
- Get More Information

SEGMENTS		COUNTS THROUGH 04/06/2021
9,108,589	TOTAL UNIVERSE / BASE RATE	\$115.00/M
9,108,589	ACTIVE SUBS/BOOK BUYERS	\$115.00/M
723,523	MAR'21 SUBS/BOOK BUYERS	+ \$17.00/M
2,465,169	3 MONTH SUBS/BOOK BUYERS	+ \$14.00/M
3,462,014	6 MONTH SUBS/BOOK BUYERS	+ \$12.00/M
3,337,070	12 MONTH EXPIRES	\$60.00/M
529,836	CHANGE OF ADDRESS	+ \$13.00/M
5,586,073	E-MAIL ADDRESSES	
	CATALOG/MERCHANDISE RATE	\$80.00/M
	CHARITABLE FUNDRAISING	\$80.00/M

DESCRIPTION
<p>Hearst is one of the world's largest publishers of monthly magazines and lifestyle books, covering a broad range of topics including cooking, fashion and beauty, health and fitness, home design and decorating, relationships, and luxury lifestyles.</p> <p>Their powerful portfolio of brands provides a dynamic audience of sophisticated men and women.</p> <p>Hearst has enhanced these magazine subscribers and buyers with ConsumerView consumer demographic and lifestyle data, creating a merged and deduped masterfile of highly sought-after consumers.</p> <p>Magazine titles include Bicycling, Car and Driver, Cosmopolitan, Country Living, Elle, Elle Decor, Esquire, Food Network Magazine, Good Housekeeping, Harper's Bazaar, HGTV Magazine, House Beautiful, Marie Claire, Men's Health, Popular Mechanics, Prevention, Road & Track, Runner's World, Town and Country, Veranda, Woman's Day, and Women's Health.</p> <p>Hearst Specialty Masterfiles available:</p> <p>Home Masterfile - includes Country Living, Elle Décor, HGTV, House Beautiful, Town & Country, Veranda</p> <p>Lifestyle Masterfile - includes Food Network Magazine, Good Housekeeping, Woman's Day</p> <p>Men's Masterfile - includes Car and Driver, Esquire, Men's Health, Popular Mechanics, Road & Track</p> <p>Women's Masterfile - includes Cosmopolitan, Elle, Harper's Bazaar, Marie Claire, Women's Health</p> <p>*****Fast Facts*****</p> <p>Average Age.....53</p> <p>Average Income.....\$79,000</p> <p>*****</p> <p>Interest selects available at +\$16.00/M include:</p> <p>Bible Devotional</p> <p>Book Readers</p> <p>Collectibles</p> <p>Contributors/Donors</p> <p>Cooking</p> <p>Crafts</p>

POPULARITY:	100
MARKET:	CONSUMER
CHANNELS:	
SOURCE:	DIRECT MAIL SOLD
PRIVACY:	UNKNOWN
DMA?:	YES - MEMBER
STATUS:	STANDARD PROVIDER
GEO:	USA
GENDER:	62% FEMALE 25% MALE
SPENDING:	\$18.00 AVERAGE ORDER

SELECTS	
1 MONTH HOTLINE	\$17.00/M
3 MONTH HOTLINE	\$14.00/M
3RD PARTY BLOW IN	\$10.00/M
6 MONTH HOTLINE	\$12.00/M
ADULT AGE	\$16.00/M
AREA OF INTEREST	\$16.00/M
COA	\$13.00/M
CONTRIBUTERS/DONORS	\$16.00/M
ETHNIC/ETHNICITY	\$16.00/M
GENDER/SEX	\$9.00/M
GIFT GIVERS	\$16.00/M
INCOME SELECT	\$16.00/M
NEW TO FILE	\$16.00/M
NON RECIPROCAL	\$10.00/M
PAID	\$12.00/M
POC	\$16.00/M
POLITICAL PARTY	\$20.00/M
RELIGION	\$16.00/M
RENEWALS	\$16.00/M
SCF	\$9.00/M
SOURCE	\$12.00/M
STATE	\$9.00/M
ZIP	\$9.00/M
ZIP SET UP	\$75.00/F

ADDRESSING	
KEY CODING	\$2.00/M
BUSINESS ADDRESS	\$11.00/M
EMAIL	\$75.00/F
FTP	\$75.00/F

RELATED LISTS	
	WILAND PUBLISHING/SUBSCRIBER DATABASE
	CONSUMER REPORTS
	COLONY BRANDS CATALOGS - MASTERFILE FOR FUNDRAISERS
	MAYO CLINIC HEALTH LETTER
	PUBLISHERS CLEARING HOUSE
	MERCHANDISE BUYERS
	WILAND
	NONPROFIT/FUNDRAISING/DONOR DATABASE
	I-BEHAVIOR DATABASE
	CONDE NAST CORPORATE ENHANCED MASTERFILE
	MEREDITH DATABASE - MASTERFILE
	THE SATURDAY EVENING POST